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The American BOOK TRADE JOURNAL

VOL. CXXIV

DECEMBER 23, 1933

NO. 26

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BORDER TOWN.	By Carroll Graham.	Jan. 26
MURDER FOR BREAKFAST.	By Peter Hunt.	Jan. 30

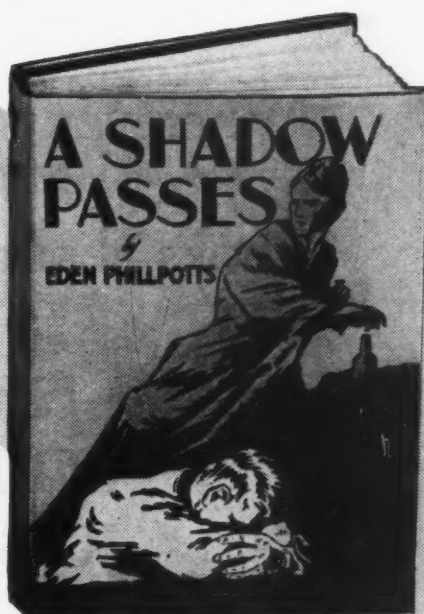
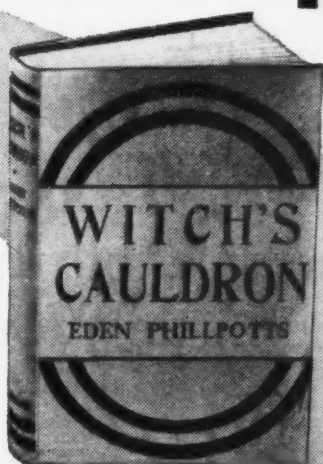
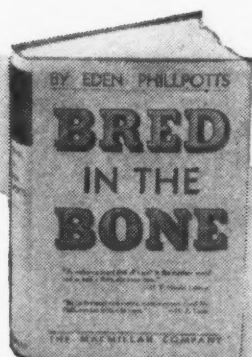
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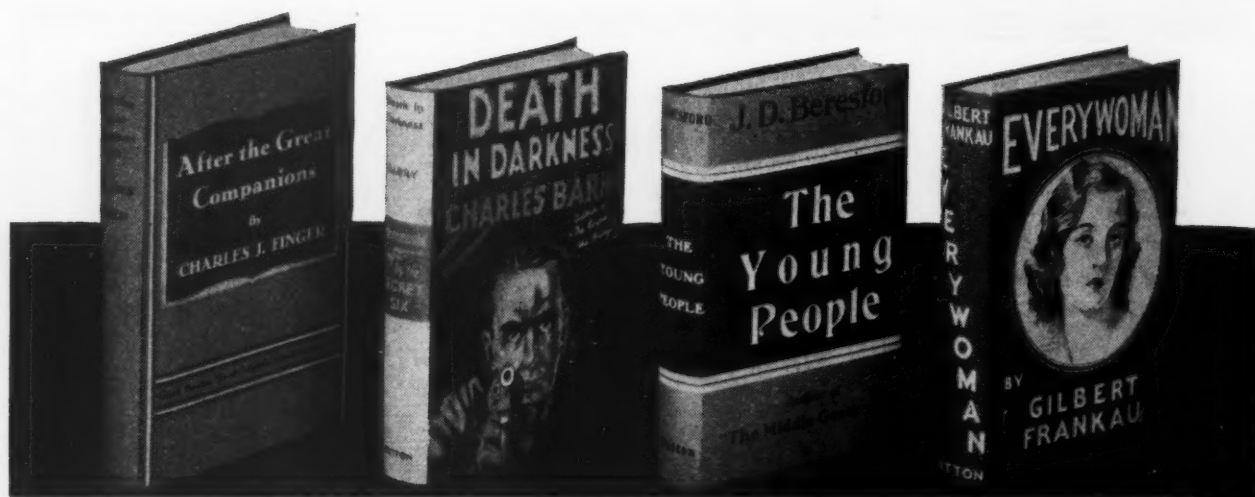
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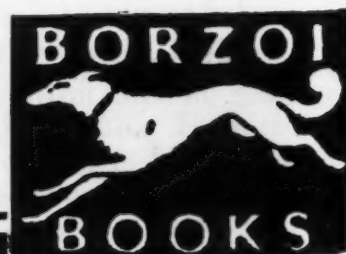
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JANUARY

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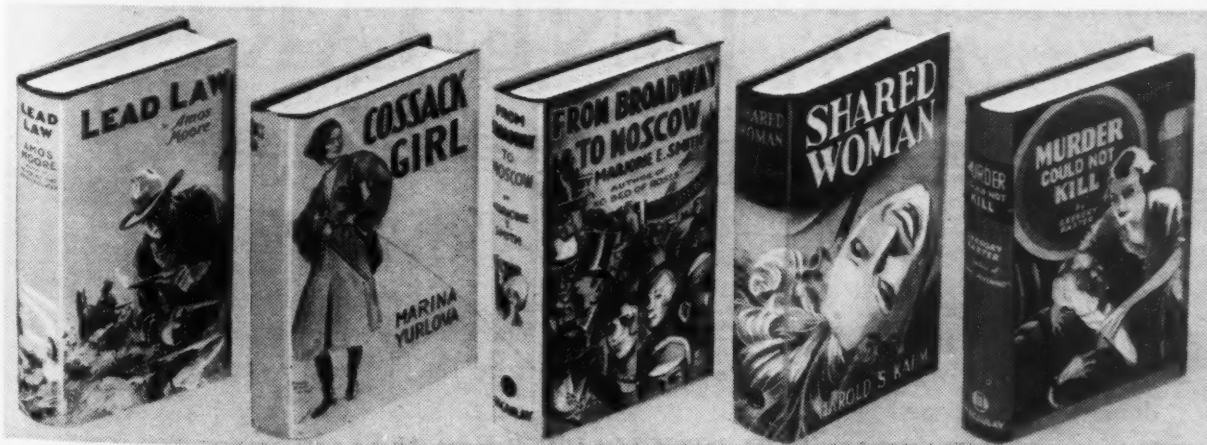
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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

DECEMBER 23, 1933

Why German Bookstores Flourish

*In Germany There Is No Such Thing as Price Cutting; Books Are
Never Remaindered Without Notice and Then Only
Through Special Outlets*

DOROTHY OECHSNER

THE INSIDIOUSNESS OF THIS BOOK BUSINESS! You needn't promise yourself, as I did, five months in Germany with complete indifference to bookstore problems. It won't work. If the devil of discount rates and promotion methods doesn't pursue you by his presence, he will by his absence. Which is just what he did to me before I'd been in Berlin two weeks.

A superficial observer or casual visitor to that city will not carry away with him any definite impression of bookstores, for he will not—with one or two very rare exceptions—have seen them on Berlin's main avenues of traffic or in her most prominent shopping districts. So by piquing a woman's curiosity the aforementioned devil began to pursue me. If, as I had been led to believe, the Germans were such great readers, where were the bookshops? Certainly the one or two very small ones I had seen could not supply the reading needs of four million people. I began to look around. And then I found them, these dozens—no hundreds—of Berlin bookstores on the not-so-prominent streets or just off the main avenues.

In the smaller towns all over Germany the demon will pursue you by his presence rather than by his absence, for in every one I visited, east, west, north and south, be it Heidelberg, that center of University culture, Leipzig, Munich, Güstrow in Mecklenburg, Cologne, *everywhere* the bookshops were so in evidence that it was simply impossible to walk more than a block without being

acutely aware of books. And mostly without supplementary merchandise to help increase profits!

The first thing, naturally, that would pop into an American bookseller's mind is how in the world so many bookstores can all remain in business and be so seemingly prosperous. So to beat the devil at his own game I enlisted the interest and help of a German friend, to assist me in case of any difficulties with the language, and began in Berlin an extensive survey of bookshops to find out if there was anything that we booksellers in America could learn from Germany.

We visited department stores, large bookshops, small bookshops, lending libraries, second hand shops, every kind of shop, and in every interview we were met with unfailing courtesy and interest not only by the managers of the stores or departments but by the presidents and owners of the firms.

What then did I learn about discounts? About price maintenance? About remainders? About reprints? What about clearance sales? What about competition from lending libraries? What about stock control? What about budgetary control? And what about the buying public?

Although there exists a certain elasticity in discount rates according to publisher and customer, in the main German and American discount rates are about equal, with German publishers allowing a somewhat higher rate in fiction titles than we are accustomed to having. Better discounts depend to a great



A charming corner in Amelang's Bookstore

extent on the size of the order and the credit rating of the customer and range from twenty-five to forty-five per cent of the retail price.

How is this retail price fixed and maintained? In Germany a book is issued at not only one price, but many books—worthwhile fiction or non-fiction of real merit—are published at the same time at two or three prices depending upon the binding, the price in each classification being fixed by the publisher. Perhaps on the same title a paper binding will cost 4.50 Reich Marks (on the normal rate of exchange about \$1.25), a cloth binding 5.50 RM and a leather 8 RM. Going on the assumption that in this case the paper binding would far exceed the sale of the other bindings, I asked the booksellers if they did not feel that this issuance in three bindings in the long run affected adversely the actual amount of money taken in from the sale of any particular title. To my great surprise I found that the sale of the cloth bound edition far outdistanced the sale of the paper which was proportionately only slightly greater than the sale of the leather edition. The proportion is about 100 cloth bound books sold to 30 paper and 20 leather.

There is no such thing in Germany as price cutting. Because the publishers sell

their books only to members of the Börsenverein (the trade organization of booksellers, publishers, and rental libraries) a case of unethical price cutting is immediately checked by the refusal of the publisher to sell again to a retailer who manipulates prices.

What then, since we are on price cutting, about remainders? The problem is similarly disposed of. Remainders are sold only to members of the Börsenverein. A book is never remaindered while it is "still in trade," and before it is allowed to be put in the remainder class a notice must be sent by the publisher to all retailers. Any copy of the book to be remaindered purchased by any bookseller within six months prior to the time when it is to be remaindered may be returned by the retailer who receives full credit for it. On books purchased prior to this six month period the retailer must take the loss. The title is then offered to the retailers for sale at a remainder price. As a general rule one firm in any one city absorbs the entire remainder stock of any one title. If this is not possible the firm interested in the remainder tries to get the publisher to agree to sell the rest of the stock in some other town so that there will be no competition in any one locality. There are no such

things as drug store or cigar store outlets for books in Germany. These remainders are absorbed almost entirely by department stores or by shops which specialize in remainders (Moderne Antiquariats, they are called). These latter are legitimate bookstores, members of the Börsenverein.

Going from remainders to the closely allied problem of reprints (Volksausgabe, which literally translated means the people's edition) what do we find to be the situation? Astonishing as it may seem there is comparatively no reprint problem in Germany! Apparently at no time has the problem been acute enough to require any regulation and each publisher may reprint when he wishes. However it is the rarest thing for a book to be reprinted before it is two years old. The usual time is five years though it is not unusual to have to wait ten years for the reprint of a very popular book, and in the case of Thomas Mann's "Buddenbrooks" there was no reprint for sixteen years after the book was published. The booksellers seemed a bit annoyed that they had had to wait so long for one!

None of the stores I interviewed had clearance sales. When a book has remained on the shelves too long it is put out as a second-hand book and sold at a reduced price or in

some cases disposed of to regular second-hand dealers or Moderne Antiquariats. I was amazed to find practically no reduced books in any of the stores except those which definitely handled second-hand books. This "cleanness" of stock is one of the things that strikes one most forcibly about German bookstores.

As to lending libraries. I knew that there was some feeling among Germany's booksellers against lending libraries and was therefore extremely surprised at being shown (with well-founded pride on the parts of the managers) in a department store, in a very large exclusive bookstore, and in a smaller bookstore, enormous lending libraries. The number of books contained in these libraries ranged from 25,000 volumes to 70,000 volumes. The usual system in these long-established libraries (they had all been in existence for more than 20 years) is to charge a rate of so much for either one or two books for a month; one or two books for three months; one or two books for six months; with an additional charge for an additional number of books. These books may be changed as often as daily if desired. The rates were extremely reasonable, the price for one book for one month averaging about 3RM (about 70c at the normal rate of ex-



The book department of Kadewe, which Miss Oechsner considers the most attractive book department she has ever visited

change). The price decreased proportionately if more books were stipulated or if a longer membership was taken. The selection was excellent. Fiction predominated (with detective stories much in demand) but there were also titles in every conceivable type of literature, economics, biography, essays, psychology and so on, and also books in foreign languages. The libraries were fascinating, being much more in general equipment, arrangement on the shelves, classification and atmosphere like our civic circulating libraries than like bookstore rental libraries.

There are also a great many small lending libraries which have sprung up in the last few years (because, as in our case, the sale of books has decreased, due to financial conditions) the stock of which consists mostly of fiction, light and doubtful from a literary standpoint. The rates for books from these libraries are very low. In practically none was a deposit required. It was explained to me that since everyone in Germany must be registered with the police it would be very simple to track down anyone who failed to return a book! The rate for one book for a week was on the average twenty-five pfennigs, in normal rate of exchange about 7c. It is, by the way, not the long-established libraries to which the trade is, as a whole hostile, but these small libraries. Not from the standpoint of price cutting or competition but from another cause which I will explain in detail later. The price element was felt to be relatively unimportant because without exception every bookseller assured me that he felt sure these libraries would automatically go out of existence as soon as times got better and people again began to buy their books.

It never occurred to me that with the German's extreme thoroughness and system every bookstore would not contain a complete and accurate stock control showing down to the last detail exactly the status of his stock and budget. Just another of the contradictions of this most contradictory country. Not one of the numerous booksellers I interviewed used a stock control except in his head! And though all of them used some sort of budgetary control they were all extremely elastic and practically none adhered to actual figures by months but only gauged rather loosely as to what the sales would be for any one period, using general conditions and previous sales records as the guide.

What then, in this booksellers' haven of bliss, where discount rates are high and there are no troubles about remainders, no reprint difficulties, and no price cutting, are the problems and what factors go to make the real difference between bookselling in Germany and bookselling in America? For, after all, there is a difference. And the difference is not a matter so much of discount rates and price cutting but a difference in the outlook of both the book people themselves and the buying public towards books and reading. And bookstores in Germany flourish because, first, there is in Germany a public educated to the love of books and the value of reading and secondly because the bookseller himself regards his calling as a profession and a public charge.

A German regards his bookseller as a friend, thoroughly trained and capable of giving him expert advice in regard to his reading needs and desires. He values his books highly and is not comfortable without books around him. (This is the reason for the much larger sale of cloth bound books than perishable paper bound ones.) And he has been taught to go to bookstores for literary and educational advice just as he has been taught to go to his doctor for physical advice.

"Trade in America is trade, but in Germany there are two sides to bookselling—commercialism and idealism," a charming gentleman very prominent in book circles said to me. Though I hastened to assure him that in America there were a great many booksellers who mixed their commercialism with idealism I think that in that one sentence he struck the crux of the matter. For in Germany a bookseller regards his charge as director of the tastes of the community and the education of the people an idealistic duty.

That is why he objects to department stores and fly-by-night rental libraries. Not from any commercial standpoint because they are undercutting him on price or are taking customers away from him but because he says, "department stores are first merchants and then advisers." Booksellers, *must* be first advisers and then merchants. He argues that, as, quite naturally, the bulk of department store trade is in remainders and reprints, people in purchasing books in department stores are being led away from the idea of the bookshop as an educational center and authority, and are led to regard books solely as a piece of merchandise at a certain price.

That is absolutely antagonistic to all the German bookseller's ideas of his profession. Books *must* be regarded by people, he argues, as something educational, as something mental, as something beyond merely an hour's entertainment or sensation. Therefore, the bookstore must be kept always as an educational center where people will be sure of intelligent guidance in their reading. He argues that the department stores are not careful enough in selecting their sales forces, with the result that books are often incorrectly suited to the persons for whom they are purchased. Department store clerks are, so to speak, lessening the confidence of the public in the judgment of booksellers.

For in Germany in order to be a regular clerk in a regular bookstore one must go through a regular booksellers' training school, take an examination, and receive a diploma. These courses take a year and include study in the history of literature, music, philosophy, psychology, art, and so on, in addition to the history of the booktrade, problems in manufacture, and very practical and excellent courses in salesmanship. In addition to his diploma one must also serve for three years as a volunteer apprentice in a bookstore.

Likewise the bookseller's objection to rental libraries is not one of sales, but is directed against the fact that these small, unrestricted libraries provide a low grade of literature to their readers, and that, instead of developing real book lovers and book buyers through careful selection and help in building up literary taste, they are supplying books lacking any real merit. The booksellers go on the assumption that *good* books well written, are in the last analysis, much more interesting and will develop a love of reading that merely sensational books never will.

How, then, is the bookseller in Germany meeting his problems which consist mostly in keeping his profession up to certain standards and finding ways of teaching the mass of people the value which lies in reading?

First he has asked his government to refuse permits to department store book departments which do not come up to required standards. (Certainly some elasticity will be desirable in this, for one of Berlin's prominent department stores contains what to me is the



Exterior of Amelang's Bookstore

most successful book department I have ever visited.)

Secondly he has asked for the suppression of all libraries which do not, like the bookstores, consider themselves educational agencies. And thirdly, he has asked his government for help in promoting reading.

Whatever else we may or may not think in regard to the policies of the present regime in Germany, one will have to admit—if one is at all impartial—that the bookseller is getting marvellous cooperation from his government. The new government is determined to “clean up” Germany and has realized that one of the very best means of inculcating the right ideas in its people is through books and reading. Accordingly the president of the Börsenverein is now a member of the Ministry of Propaganda. All rental libraries have been forced to become members of the Börsenverein so that a check may be kept on the circulation of cheap or morally detrimental literature, though, as far as I can find out, there is no check (except in the civic libraries) on other types of books, the restrictions seeming to be purely on grounds of pornography and bad writing.

“The new government has new hopes for the booktrade” and very shortly a regular campaign for books and reading will be started under the auspices of the Ministry of Propaganda. Books will be advertised over the radio in government speeches, and book fairs, supported by the Government, will be held in important centers with the object of “bringing people and books together.”

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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December 23, 1933

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

The Booksellers' Case

CAN THE PRINCIPLES of the N. R. A. be applied to aid New York bookselling in its



WE DO OUR PART

increasingly embittered fight against price cutting? This is what the leaders of the A. B. A. have asked with poignant earnestness of the Retail Code Authority of the city of New York. The N. R. A., in its basic program, under-

took to spread employment by standardizing hours, to avoid sweat shop competition by setting a minimum wage scale, and then, on the constructive side, to give to industry conditions of fair practice so that new foundations for business growth could be laid. And in providing for these codes it was clearly stated that nothing in any code should be designed to *promote monopolies* or to eliminate or oppress small enterprises.

The General Retail Code, recently put into operation, is now doing just that thing. Under it all retailers may sell at cost if they choose *but* the only retail stores which can possibly do that type of selling are those that can make up their losses in other depart-

ments, so a retailer whose livelihood is in books cannot possibly meet the competition of the loss leader selling of the big stores which make up their losses on unidentifiable merchandise in other departments. If the big stores make their book departments as a whole their loss leader they have used the code system to eliminate and oppress small enterprises.

This is the clear cut argument which Frank Magel and Cedric Crowell have forced home to the Code authorities in New York City and as the battles among Macy, Stern, Gimbel and Bloomingdale grew more and more bitter, the fight to maintain the chance of existence for the bookstore was thrust vigorously upon the attention of those who must act for N. R. A. in New York, Grover Whalen and his committee.

None of these department stores broke the code by going *below* cost but that fact made it the more necessary to drive for a maintenance of the general principles of the Act itself. Here is a basis for a struggle that interests every individual dealer. May the final result bring higher standards to American retailing.

With the menace of price-cutting breaking out into destructive flames this month in New York the whole industry has been endangered as it has not been threatened for many years. The crisis came as a surprising climax to many months of fresh study of the subject.

When the idea of Codes of Fair Practice were announced in June, booksellers and publishers alike saw a chance to move against the old enemy of the business. When it seemed certain that publishers must submit codes as manufacturers and not joint codes with retailers, each group pursued its way toward devising some method of protection. The trade publishers who had last year given renewed attention to the situation of price stabilization under the Sherman Act took this problem up again with new earnestness and with unanimous agreement that this was the most urgent problem before the industry. Finding that the program of the N. R. A. had not developed to a point at which the set prices of a manufacturer could be definitely maintained through jobber and retailer, the publishers completed and filed their Code in October without this feature, so reluctantly relinquished.

That there was good reason for this belief that this was the most urgent problem of the

day has now been demonstrated, and publishers see the dangers of 31 years ago reviving, the days when publishers and booksellers had to fight together to maintain the industry.

The line of defence now being adopted has been handled by the booksellers which they have been doing with the vigor of desperation. They have been before the Code Authority with an able attorney, and needless to say with the godspeed of the publishers even though the latter have no standing in this line of approach.

In comment to the *Publishers' Weekly* which canvassed representative publishers about this new situation Alfred Knopf says:

"In my opinion the widespread practice of price cutting is more responsible than any other single factor for the low state of the book industry and its failure to make a proportionate recovery from the low point of the depression."

Cass Canfield, president of Harper and Bros.:

"The matter of price cutting is, I believe, regarded by publishers in general as a very serious obstacle in the way of the successful operation of booksellers. As such, the problem of solving the question is of urgent interest to publishers. I am sure that the publishing houses will be glad to help booksellers achieve the results they are seeking."

"The general retail code," comments Thayer Hobson, president of William Morrow & Co., "designed to help the book-trade with its most serious problem, price-cutting competition, has turned into a boomerang which is coming back fast and will knock the wind out of a lot of booksellers when it lands. Price-cutters seem to be multiplying in New York like guinea pigs. The whole existing structure of retail bookselling is in danger, and before long there may not be any prices left to cut."

"With hundreds of American industries making definite progress under the N. R. A. toward sound and intelligent business practices, it is tragic that the retail code planned as a stimulant for the trade as a whole should turn into poison for everyone except price-cutting department stores."

Stanley Rinehart of Farrar & Rinehart with the season's best seller has been "on the hot spot."

"I quite agree," he says, "with the booksellers' acute concern over the sale of books

by cut rate stores at invoice price as loss leaders. There is no question that such a practice will have a disastrous effect upon the bookstores in and around New York."

Joint Operation

ANNOUNCEMENTS OF PUBLISHERS' PLANS for the new year reveal a growing tendency toward the establishment of cooperative business offices, in which two or more publishers set up combined departments for the purposes of bookkeeping, shipping, accounting and selling. During the past few years several publishers have used such set-ups, and their success has apparently been sufficient to encourage a further development of the idea. While the existing joint operations have undoubtedly been suggested by the desperate need for economy during the depression, it has become apparent to leading publishers that such moves have been sound, and would be equally sound when the need for economy were less obvious.

Under the theory of joint operation it is conceived that the essential factors in publishing are the planning, selection and manufacture of books, and the bringing of those books to the attention of every possible market. In the choice of manuscripts, publishing is naturally competitive; and in the problem of obtaining attention for these books through publicity and advertising there is little chance for joint planning. In selling operations, of course, each publisher is the competitor of the others, but if the books have been publicized and advertised by separate initiative, it is possible, although not always completely satisfactory, to show competing lines side by side. In other matters competition does not enter to any great extent. In matters of warehousing, shipping and billing there is no competition among publishers, and by joint operations they are able to keep such departments in more constant activity and therefore achieve a lower cost per package. The purchasing of supplies for such departments can be done jointly and bookkeeping can be handled by the same group.

Without attempting to gather a complete history of cooperative efforts, we find it significant that about a dozen combinations have been worked out in the last few years involving twice that number of houses, which gives evidence of a very wide belief in the theory that is behind this movement. One

of the earliest evidences of such experimenting came some years ago when the Atlantic Monthly Press gave up its separate book publishing department and had all of its selling done through Little, Brown & Company with a joint imprint. This was a new idea at the time and frankly experimental, but it has remained satisfactory to both parties. The plan differed somewhat from later experiments because of the joint imprint and joint advertising plans, only the editorial initiative being kept separate. It was some years after this, when the reduction of operating costs became a thing of great urgency, that new experiments proceeded rapidly. One of the firm believers in this theory has been Edward S. Mills, head of Longmans, Green & Company. Mr. Mills made joint selling arrangements with Dodd, Mead & Company and Frederick A. Stokes Company, and later formed a new combination by bringing the Coward-McCann business into the Longmans offices and conducting not only the selling of trade books but the book-keeping and shipping under one head. Mr. Mills has now worked out with G. F. J. Cumberlege, General Manager of the American office of Oxford University Press, an even closer combination, so that Longmans and Oxford will be housed in the same building, do their trade selling together as well as their shipping and billing. Coward-McCann, with the termination of this joint arrangement, has immediately turned to a new combination for its shipping, billing and part of its selling arrangements combining with Putnam and Minton, Balch, a combination which in itself was an experiment in joint operation, each firm keeping its own individuality.

Dodd, Mead & Company, another house convinced of the soundness of joint business operation, continued, after dropping arrangements with Longmans, Green & Company, its selling and shipping combination with the Frederick A. Stokes Company, which was in the same building, and made added selling combinations with two other non-competitive houses, the De La Mare Company, publisher of garden books, and F. S. Crofts & Company, publisher of textbooks. During this time the Stokes Company had close business arrangements with the Yale University Press which will terminate January 1.

Harcourt, Brace & Company has also been

interested in the idea of extending the effectiveness of its sales organization to cover other lines, and Harcourt men have been taking out the books of Smith & Haas. This combination, however, is being discontinued on January 1st. An entirely different type of arrangement was developed a few years ago when Doubleday created separate publishing imprints and selling organizations for special lines of books like the Star Dollar Books issued by the Garden City Publishing Company and the Crime Club Books, which were given their separate editorial head and backing.

Still another sort of experiment was tried when four publishers, Little, Brown & Company, Harper, Scribner and Harcourt came together to compete for the dollar non-fiction book business under the imprint of Blue Ribbon Books and took Eugene Reynal from the Harper organization to develop the business. This, like the Star Dollar plan, was eminently successful, and its manager, Eugene Reynal, now runs it as his individual enterprise.

Blue Ribbon also made a selling combination for smaller towns with the A. L. Burt Company, which has a very systematic coverage of small as well as large cities. And now Mr. Reynal has turned to new cooperative methods, for the Blue Ribbon office will now be the headquarters for the new general line of Reynal & Hitchcock, and will include John Day in the business end of the office, leaving the John Day editorial and promotion work entirely separate.

Publishers have come a long way in experimenting with joint efforts and publicity through advertising agencies, which have become expert in book promotion and have evidenced a capacity to keep separate compartments in their programs for a wide variety of books.

The Credit Bureau of the Publishers' Association is still another example of cooperative enterprise, and it seems not unlikely that the experience of joint shipping and billing will inevitably lead to larger experiments in which, as is forecast by the experiments of the A. B. A., a dozen publishers or more will have warehousing and shipping facilities in common, which would give such a group the advantage of prompt and inexpensive shipments. Such experiments may lead to further experiments in depositories in such centers as Chicago and San Francisco.

News of the Week

A. B. A. Again Protests Cut Prices

THE COMMITTEE for the American Booksellers' Association which has been protesting the sale of books at cut prices among certain New York department stores, met with the New York Retail Code Authority for the third time on Tuesday, December 19, this time fortified by an opinion by Samuel Untermyer that the cut rate sale of books in department stores is not only a violation of the Retail Code, but of the National Industrial Recovery Act itself and of the Federal Trade Commission Law. While the local Code Authority decided that they did not have power to make this fundamental ruling, the committee feels that it has a strong case and that their argument will be listened to with respect when taken to Washington. As in previous cases, the A. B. A. was represented by Frank L. Magel, president, Cedric R. Crowell and Arthur Womrath.

Mr. Magel, interviewed after the meeting, expressed the view that the booksellers have now clarified their cause, so that it is important to fight it through. The Association, he said, will now turn to organizing support to fight a situation, which, if it spreads, can oppress small enterprises in every retail field and which would be particularly bad for identifiable merchandise so easily used as loss-leaders.

Mr. Magel and Cola J. Parker, of Parker, Finley and Benjamin, attorneys, made two requests for the booksellers, first that the local retail group establish a price 10% below the list price of any book as the lowest for which it could be sold, and second that they declare the present cut rates a violation of the retail code. The Code Authority stated, in answer to the first request, that it had no power to fix prices, and, in answer to the second, that selling books at invoice cost was permitted by the General Retail Code. The booksellers, however, pointed out that the NIRA, itself, provides that no clause of the code shall be *applied* so as to oppress or eliminate small enterprises, and that this stipulation is *mandatory* on every group which draws up a code. The lawyer

for the code authority, Henry F. Wolff, admitted that in discussing loss-leaders the Authority was applying one of the government's interpretations of the Retail Code rather than the Code itself, and also that the NIRA could be interpreted as the booksellers have interpreted it. The booksellers point out that inasmuch as the use of loss-leaders is declared unfair in the code itself, if it does oppress small dealers, then this clause in the original act should make it inoperative.

Jesse Straus, of the R. H. Macy Co., was the member of the New York Retail Code Authority who moved to deny that the committee had authority to act.

The brief presented by the A. B. A. follows in full:

RETAIL CODE AUTHORITY:

Booksellers are being oppressed and discriminated against, not only in violation of Article XI, Section 3 of the Retail Code, but also in violation of the statutory mandate of the National Industrial Recovery Act itself which stipulates that "no code shall tend to . . . the elimination and oppression of or discrimination against small enterprise."

The Retail Code was approved by the President on October 30th, 1933. There is included in that code (Article VIII, Section 1) a provision with reference to "so called 'loss leaders'" and a declaration that the use of the "so called 'loss leader' is hereby declared to be an unfair trade practice." This section further states, "These 'loss leaders' are articles *often* sold below cost to the merchant for the purpose of attracting trade." The clear implication of this statement is that articles sold at cost or at an insufficient markup to absorb the costs of doing business are also 'loss leaders' and by the declaration of the Code their use is an unfair trade practice. Section 1 further states, "This practice (the use of 'loss leaders') results of course either in efforts by the merchant to make up the loss by charging more than a reasonable profit for other articles, or else in driving the small merchant with little capital out of legitimate business. It works back against the producer of raw materials on farms and in industry and against the labor so employed."

The application of Subsection 1 of Section 1, Article VIII, which subsection expressly does not prohibit a storekeeper from selling an article without profit to himself, emasculates Section 1. Under this application a storekeeper may sell an article at invoice price without any allowance for other real costs. This practice violates Article XI, Section 3 of the Retail Code which states that "the provisions of this Code shall not be interpreted or applied to promote monopolies, or monopolistic practices or to eliminate or oppress small enterprises or to discriminate against them," and also violates the clear statutory mandate of the National Industrial Recovery Act referred to above.

The American Booksellers' Association herewith submits substantiating evidence in support of this contention.

During the months of November and December four New York department stores have been offering for sale and selling in large quantities the book "Anthony Adverse" by Hervey Allen published by Farrar & Rinehart. The list price of this book as set by the publishers is \$3.00. The average invoice cost to dealers varies from \$1.77 to \$2.00 dependent on the quantity purchased. This book has been consistently offered for sale and sold by the four department stores in question for \$1.77 or less.

We have made complaint to the local Retail Code Authority that such practice by the four department stores in question is in violation of the Retail Code. But no definite action has been taken on the ground that the four department stores are operating in compliance with Article VIII of the Retail Code (Loss Leader provision). Article VIII cannot be read alone; it must be squared with Article XI. We submit that such sale of books by these stores is in direct violation of Article VIII since the sale is below the real cost to these stores and in violation of Article XI oppressing small enterprise and discriminating against them.

As a direct result of the use of "Anthony Adverse"—the outstanding best seller of the year—as a "loss leader" the small bookseller (small enterprise) has lost innumerable sales and has permanently lost many of his customers. He cannot sell this book or other books at invoice cost because he cannot transfer the costs of doing business to other merchandise as the department stores do.

The use of books as "loss leaders" is not confined to "Anthony Adverse." One of

the four New York department stores referred to above advertised in the New York *Times* on Sunday, December 17, 1933, "Sale Current Books 33% to 40% off Publishers' Prices." Thirteen current best sellers are listed at approximately the invoice cost price to the dealer advertising them. On Monday, December 18th, an advertisement appeared in the New York *Sun* announcing the sale of current books at 40% off publishers' prices. These advertisements are released one week before Christmas, the peak period for retail book sales and will inevitably result in serious losses of sales and loss of permanent customers by small booksellers (small enterprises). All books are ideal "loss leaders" for department stores because their list prices are widely advertised and are generally used in all publicity by the publishers; the books are absolutely identifiable merchandise and their sale attracts the type of customer most wanted by department stores for exploitation with other merchandise. It is against the public interest that the public should be subjected by some department stores to inordinate mark-up on unidentifiable merchandise to offset the markdown on identifiable merchandise.

We submit that the existing application of Article VIII of the Retail Code not only tends to, but in fact does, oppress and discriminate against small enterprise.

The situation complained of has more than local effect in the New York area. Small booksellers on the Pacific Coast, in the Middle West, in the South and in New England are experiencing the same discriminatory effects of the Retail Code by the continued use of books as "loss leaders" in large department stores. Many of our members have already gone bankrupt as a direct result of such unfair use of "loss leaders." Others are fast approaching bankruptcy and complete elimination.

Our members in large numbers subscribed promptly to the President's Re-employment Agreement and increased beyond their means their costs of doing business. They did this because they had faith in the avowed objects of the Agreement and the provisions of the National Industrial Recovery Act which assured them of fair trade practices and no discrimination against them as small enterprises. They now find themselves in a situation where they have discharged their responsibilities under the agreement and are now obliged to submit to the unfair trade

practice which is condemned by Article VIII and Article XI of the Retail Code. We applied to the New York Code Authority for a revision of the hour and wage provisions of the Retail Code on the ground that, with present "loss leader" competition from some department stores and the resulting discriminatory application of Article VIII against us, the hour and wage provisions of the Retail Code worked an undue hardship. This application was denied.

In Summary we herewith enter formal complaint that the existing application of Subsection 1 and 2, Section 1, Article VIII of the Retail Code is in direct violation of Article XI, Section 3 of the Retail Code and is also indirect violation of the clear statutory mandate of the National Industrial Recovery Act.

Repeated efforts to obtain a satisfactory adjustment of the application of Article VIII of the Retail Code have been made. The only tangible result of these efforts is increased advertising of books as "loss leaders" by some of the department stores referred to herein, stores whose representatives were present as member of the New York Retail Code Authority before which our complaints were presented.

Aside from the legal issues at stake in this complaint, we point out the fact that bookstores, like schools and public libraries, are among the nation's cultural assets and their preservation is a national necessity. Immediate help is necessary if bookstores as small enterprises are to survive.

Unless immediate relief is forthcoming, we shall release our grievances to the press and shall urge not only our own members but small enterprises of every kind to use their utmost efforts to acquaint the buying public with the fact that the department stores above referred to are violating the Retail Trade Code and the National Recovery Act.

Yours very truly,

AMERICAN BOOKSELLERS ASSOCIATION

(Signed) Frank L. Magel, President.

12/19/33

Newspaper Guild Organized

AN ORGANIZATION of newspaper editorial and reportorial workers, known as the American Newspaper Guild, was formed last week in Washington, with the purpose of pre-

serving the vocational interests of its members and of improving the conditions under which they work by collective bargaining. Delegates from 30 newspapers were present at the meeting and 23 other employee associations telegraphed their willingness to abide by the action of the delegates. This organization, according to its constitution, will absorb the present newspaper guilds in cities which will become chapters of the national organization. Heywood Broun, columnist for the New York *World-Telegram*, was elected president.

John Day and Blue Ribbon Plan Joint Business Operation

AN ARRANGEMENT FOR THE JOINT OPERATION of certain business departments, to take effect January 2, has been formed by the John Day Company, Blue Ribbon Books, and the new firm of Reynal and Hitchcock. Each of the three companies will maintain its separate identity, corporate structure and editorial activities, and will publish under its own imprint and direct its own promotion. The three companies will move into combined offices at 386 Fourth Ave., and will operate jointly the bookkeeping and order, billing and shipping, manufacturing and publicity departments. The Blue Ribbon sales force will distribute Reynal and Hitchcock titles and will also sell John Day books on commission in certain territories. The John Day Company will maintain its own sales force, under Kenneth Meeker, for the more important territories, and Wallace Wachob will continue to represent the John Day line on the Pacific Coast, as will Henry Snyder in the Far East and George J. McLeod, Ltd., in Canada.

According to the announcement, Eugene Reynal, president of Blue Ribbon Books and a partner in Reynal and Hitchcock, will direct the joint departments. J. A. McKaughan will be in direct charge of publicity and advertising; Freeman Lewis will be in direct charge of production and manufacture, with Wendell Roos as designer. The John Day editorial and promotion activities will be directed as hitherto by Richard J. Walsh, president, and Critchell Rimington, editorial vice-president.

An account of other experiments of various kinds in joint operation among publishers in recent years will be found on the editorial pages of this issue.

French Children's Books— an Exhibition and a Catalog

AN EXTREMELY INTERESTING AND VALUABLE CATALOG is being published by The Bookshop for Boys and Girls, 270 Boylston Street, Boston, entitled "The History of French Children's Books, 1750-1900." This catalog was made in Paris by Esther Averill from the historical exhibition arranged for The Bookshop by J. G. Deschamps and Miss Averill from the former's collection. The exhibition is to be shown at The Bookshop during January, 1934.

The Exhibition includes prints chosen to be shown with the various groups of books; prints which are derived from that pictorial folk art which provided the mass of people for centuries with picture broadsides. The development of these prints appears in carefully chosen examples of the crude wood-cuts colored by hand; prints produced from copper engravings throughout the nineteenth century; and those resulting from the later lithograph. The books are arranged in the following groups: A B C's; Books of Deportment; Fables; Old Fairy Tales. The Classics: Don Quichotte, Télémaque, Robinson Crusoe, Voyages de Gulliver, Paul et Virginie; The Development of Juvenile Literature, in which section appear such books as Berquin's "L'Ami de L'Adolescence" (1786) and "Contes et Historiettes" (1820). De Renneville: "La Fée Bienfaisante" (1825), "A plot to turn children's thoughts from fairies." Nodier's "Trésor des Feves et Fleurs des Poes" (1853) and many others. Books of Knowledge. Books of Travel. Magazines. Children at Play (books and prints). Printed Games, Printed Box-Covers for Games (this section is unique in that it consists of unmounted prints in a very fresh state) and Songs.

Miss Averill's catalog gives essential history and description for each of the above sections, and with each book the necessary bibliographic information and a short descriptive note.

This catalog is important to collectors, and valuable to libraries wishing to build such a collection. It is also an attractive piece of printing and contains illustrations in black and white. It may be obtained from The Bookshop for Boys and Girls, 270 Boylston Street, Boston, for 50 cents.

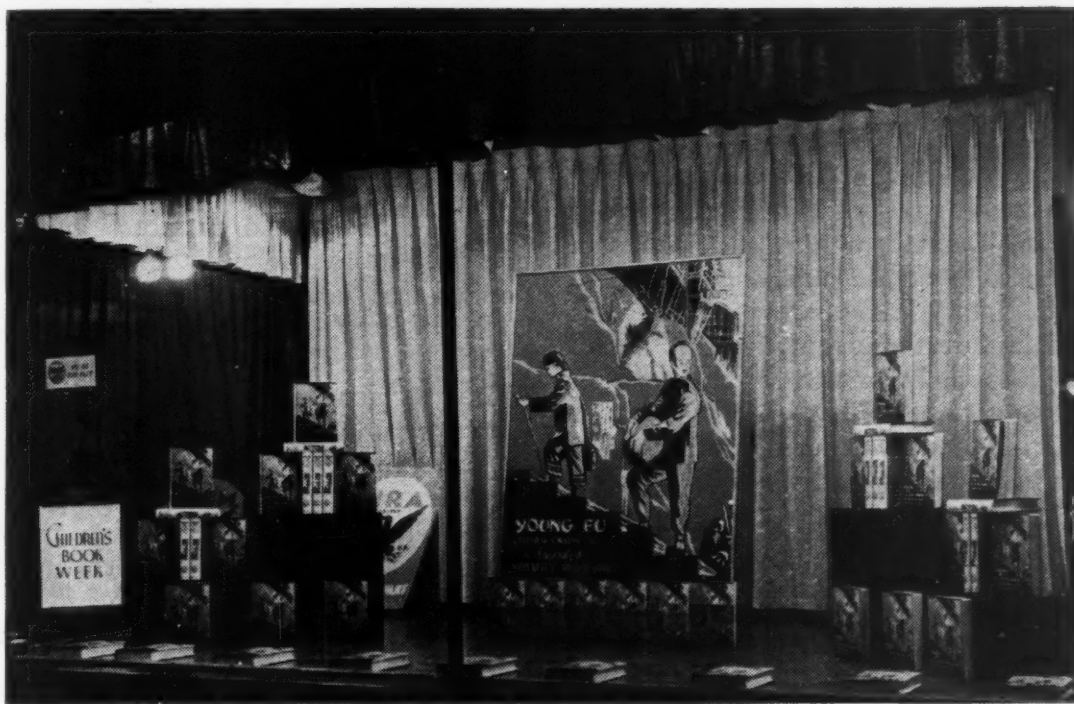
Students' Series Is Successful

RUSSELL I. GARTON, who becomes joint director of trade sales for both Oxford University Press and Longmans, Green & Company when the two firms are located in the same building at 114 Fifth Avenue, has found time, beside his work on sales direction to edit and develop a very successful series of educational books for Longmans, Green & Company called "Students Outline Series," or more popularly "S. O. S." Seven volumes in the series are ready, and eight others are in active preparation, each one edited by some outstanding authority. Each volume is intended to supply a compact guide to one of the basic subjects of a college curriculum such as "American Government," "Economics," "English History," "English Literature," "American Literature," etc. Although the books are prepared for students, Longmans are now finding a demand for this condensed material from lay readers who see in them a quick way to freshen or complete their knowledge of thoroughly interesting subjects.

The information contained in scores of basic texts and reference books has been consulted to produce these books, and the material included is systematically tabulated and supplies topic subject heads for a quick survey of a field. There is a general bibliography at the back of each volume, so booksellers, wishing to fill in the background of their knowledge of books which they must handle, might find these books of very practical use. Several of the volumes have been recommended by the National Advisory Council of Radio in Education.

Post Sale Confirmed

CONFIRMATION OF THE SALE of the New York *Evening Post*, the oldest existing New York daily paper, to J. David Stern, editor and publisher of the Philadelphia *Record* and the Camden (N. J.) *Courier and Post* was made on Thursday, December 7th. The first issue of the paper under Mr. Stern's direction appeared on Monday, December 11th, in standard newspaper size, instead of the tabloid form adopted by the *Post* in recent months. William Soskin will become book reviewer for the New York *American* on January 1st and his column will be syndicated, appearing in several other Hearst papers.



The Lamar Book Store in Houston, Texas, gave "Young Fu" an entire window during Book Week

Customers' Choice

BOOKSELLERS THIS WEEK have been in general too busy to answer our questions or give us much information. But publishers have been unusually generous with notes about their books, so we don't lack for material.

❖ ❖

A surprising note was furnished by John Macrae, Jr., who told us that during the past week orders for "The Story of San Michele" exceeded orders for any other book on the *Dutton* list! And "San Michele" is over four years old.

❖ ❖

Much older than "The Story of San Michele," of course, is "Little Women." Louisa Alcott's classic was published sixty-five years ago, and is now enjoying a big holiday sale on account of the recent movie version. *Little, Brown* is the authorized publisher of Miss Alcott's works, and, although the copyright on "Little Women" expired several years ago, continues to pay royalty to Miss Alcott's heirs. It has been estimated that more than two million copies of "Little Women" have been sold altogether. It is now on the lists of seven or more publishers.

Not so long ago we carried a note about the popularity of *Appleton-Century's* "Fiat Money Inflation in France." Now we hear that 132,500 copies of this book have been sold. An advance sale of more than 1000 copies for "Current Monetary Issues," which was published by the *Brookings Institution* last Monday, would seem to indicate the entry of another popular book on the same subject.

❖ ❖

The *Viking Press* tells us that there have been excited letters from several readers of Stefan Zweig's "Letter from an Unknown Woman," pointing out the similarity of plot between that book and the motion picture "Only Yesterday." Well, the producers of the picture are said to have paid a large sum for the right to use the title of Frederick Allen's "Only Yesterday," even though the picture has nothing to do with the book. They also bought the picture rights to the Zweig book through *Viking*, but they shifted the scene to America and altered the story to such an extent that the author might have difficulty in recognizing it.

Viking also tells us that George Antheil, the modern composer, is making an opera from Erskine Caldwell's "God's Little Acre."

❖ ❖

The 275,000th copy of "Anthony Adverse" held a christening party for itself at the Wolff Bindery on December 13th, and invited a good proportion of the publishing world to the celebration. John Farrar poured and Stanley Rinehart threw out the first bottle. A message specially written for the occasion by the proud father, Hervey Allen, was set up and printed and was later signed by Mr. Allen and sent to those attending. Said Mr. Allen, "... 'Anthony Adverse' constitutes a monument to the good faith and mutual helpfulness of all those engaged in the honorable trade of bookmaking."

❖ ❖

We spoke in this department two weeks ago of the luncheon party given by *Dodd, Mead* for The Voice of Experience. The party was duplicated in Boston last week at the Parker House, when Boston booksellers met to hear Dr. Taylor, The Voice of Experience, give his regularly scheduled radio talk from the hotel dining room. The first 5000 copies of the *Dodd, Mead* title "The Voice of Experience" have been sold out, and orders are coming in steadily. 35 bookstores, one in each city where there is a major broadcasting station, have agreed to keep "The Voice of Experience" in stock. In return for this, Dr. Taylor will enclose in each reply to the 3000 daily letters he receives a sheet of paper listing these stores and suggesting that the book be procured from a bookseller.

❖ ❖

Doubleday reports that the first indications of the great demand for "Rabble in Arms" first came from Indianapolis, then from Boston and Philadelphia. Boston's demand is easy to understand, says *Doubleday*, but it's as hard to explain why Indianapolis as it was to figure out why "Bob Son of Battle" should have started in Milwaukee. Another sectional note is struck by "Cry Havoc!" which is widely read on the Pacific Coast and is the best seller in Canada, while it has not yet aroused strong interest in the East.

❖ ❖

With the publication of "Just Plain Larnin'" by James M. Shields on January

25th, *Coward-McCann* will try an experiment in direct mail selling *through the bookstore* which should be of interest to all those interested in closer cooperation between bookseller and publisher. Believing that this novel has a particular appeal for teachers, parents, school board members and people interested in civic affairs, the publishers have decided that one of the ways to reach that audience is by direct mail, through the individual bookseller. To booksellers who are willing to circularize on this novel, the publishers are offering (1) a descriptive circular, (2) a selling letter on the bookseller's own stationery and (3) first class postage for an agreed amount of circularization from the bookseller's own list. Booksellers interested in the plan may write to *Coward-McCann* for further particulars.

❖ ❖

Miss Anne Davies, the able head of Otto Ulbrich's successful children's book department in Buffalo, reports a special enthusiasm for *Told Under the Blue Umbrella*, the new collection of realistic tales for younger children selected by the Association for Childhood Education. (Macmillan.) And as usual her interest has built a very large sale for the book in Buffalo.



500 booksellers have signed an agreement to use *Doubleday's* three-dimensional display for the new *Thorne Smith* title during the week beginning December 27

Obituary Notes

ROBERT W. CHAMBERS

ROBERT W. CHAMBERS, American novelist, died on December 16th after a three months' illness. Mr. Chambers was 68 years old. He started his career as an artist, studying in New York and Paris, and in 1893 on his return from Europe he did illustrations for *Life*, *Truth*, *Vogue* and other magazines. In the same year he published his first novel, "In the Quarter," a story of students' life in Paris. With the publication of his second book, "The King in Yellow," a collection of short stories of Paris, he deserted drawing for writing at the age of twenty-eight. He turned first to French history for his fiction material and wrote four novels of the Franco-Prussian War, the first of which was "The Red Republic." The next phase of his writing career was devoted to novels of contemporary society beginning with "The Fighting Chance." Between 1915 and 1919 he wrote a series of novels of the World War and then turned his attention to writing novels of striking periods in American history. He wrote short stories, a play, poems and a comic opera. Mr. Chambers was a prolific writer and produced from one to four volumes a year. In the first 20 years of his writing career he turned out 45 volumes. He knew a great deal about Chinese and Japanese antiques, was an authority on armor. He was a collector of butterflies, knew horses, was an enthusiastic hunter, fisherman and naturalist and an expert on rare rugs. His novels include "The Danger Mark," "The Firing Line," "The Common Law," "Cardigan," and among his short stories there are "The Maker of Moons," "The Mystery of Choice," "The Tree of Heaven." Two novels, yet untitled, are in the hands of his publishers, D. Appleton-Century Co.

LOUIS JOSEPH VANCE

LOUIS JOSEPH VANCE, author of many novels and mystery stories, was burned to death in his New York apartment on December 17th. He was 54 years old. His first book, published in 1905, was "Terence O'Rourke, Gentleman Adventurer." Since that time he has written a score of other popular novels, some of them best sellers of their day. He also was a prominent contributor of short stories, verse and serial novels to periodicals. Like Robert Chambers, Mr. Vance studied art, in-

tending to become an illustrator, but finding himself in debt he began writing short stories. His first story was rejected and his second brought him \$25. After years of hack-writing and drudgery "The Brass Bowl" was published in 1907 and was one of the best sellers of the day. "Milady of the Mercenaries" was serialized in *Munsey's Magazine*. In 1908 he wrote "The Black Bag" and the following year "The Bronze Bell" appeared. His works include the "Lone Wolf" books, "Beau Revel," "Red Masquerade," "White Fire," "The Street of Strange Faces."

LORINDA M. BRYANT

LORINDA MUNSON BRYANT, educator, pharmacist, and author of children's books, died on December 13th at the age of 78. Mrs. Bryant was graduated from the Granville Female College in Ohio in 1875. Her determination to succeed in whatever she undertook led her to take a course in pharmacy when she was left with a drugstore on her hands on the death of her husband 11 years after her marriage. She became the first registered woman pharmacist in Ohio in 1887 and the second in the United States. In 1890 she became instructor in science at a private school near Philadelphia and in 1899 she established the Montrose school in South Orange, N. J. In 1905, then in her 51st year, she decided upon a literary career. She was the author of 21 books on topics ranging from arts and science to nature studies, and several of her guidebooks for European art, literature and architecture are considered models of their class. Though designed primarily for children, they have a wide circulation among adults. Among her works are "Pictures and Their Painters," "What Pictures to See in Europe in One Summer," "Famous Pictures of Real Animals," "Children's Book of Celebrated Painters" and a special series of educational books for children.

CAMILLE JULLIAN

CAMILLE JULLIAN, French author, archeologist, and an authority on the history of the ancient Gauls, died in Paris on December 12th. M. Jullian was 74 years old. He was a professor at the French College in Paris and also had been a professor at the College of Bordeaux. Among his best known of a score of books are "History of Gaul," "Poetic Literature of the Gauls."

Market News

One Month from Now—A Forecast

DAYS WITHOUT END, by Eugene O'Neill. *Random House*, \$2.50.

PADEREWSKI: THE STORY OF A MODERN IMMORTAL, by Charles Phillips. *Macmillan*, \$4.

A SHADOW PASSES, by Eden Phillpotts. *Macmillan*, \$2.

MURDER OF A MISSING MAN, by Arthur M. Chase. *Dodd, Mead*, \$2.

ROMAN ROUNDABOUT, by Amelie Posse-Brazdova. *Dutton*, \$3.

SOLDIERS—WHAT NEXT! by Katherine Mayo. *Houghton Mifflin*, \$3.

WILFUL AND PREMEDITATED, by Freeman Wills Crofts. *Dodd, Mead*, \$2.

WORK OF ART, by Sinclair Lewis. *Doubleday, Doran*, \$2.50.

ULYSSES, by James Joyce. *Random House*, \$3.50.

PASSION'S PILGRIMS, by Jules Romains. *Knopf*, \$2.50.

THE STATE VERSUS ELINOR NORTON, by Mary Roberts Rinehart. *Farrar & Rinehart*, \$2.

THE INNOCENT WIFE, by Colette. *Farrar & Rinehart*, \$2.

Jan. 10. Publication same day as Theatre Guild's production. Poster issued jointly by publisher and the Guild.

Jan. 23. One of Macmillan's important January books, which will have a special campaign.

Jan. 23. The final volume of the trilogy. The first volumes are steady sellers.

Jan. 24. Mystery stories by Dodd, Mead's Treasurer are always good sellers. There will be a special advertising campaign on Red Badge mysteries.

Jan. 24. Initial advertising will be twice that of "Sardinian Sideshow," which sold over 15,000 copies. Posters and circulars available.

Jan. 24. The long delayed book on the soldiers' bonus by the author of "Mother India."

Jan. 24. See Red Badge campaign announcement above. "The Strange Case of Dr. Earle," D., M.'s first Crofts story, was a good seller.

Jan. 24. You've seen the beginning in the *P. W.* of Doubleday's \$25,000 coast-to-coast advertising campaign. Have you your Idea Book?

Jan. 25. Complete and unabridged, with a new foreword by Joyce. Posters reprinting the court decision will be available.

Jan. 29. Promotion campaign will duplicate that on "Men of Good Will," the first volume of the series, which has sold 6,900 copies.

Jan. 29. Big advertising appropriation. Posters and postcards for trade will reproduce jacket. It's a romance, but the dramatic suspense of a trial gives it the same appeal as a mystery.

Jan. 30. Full-length story which should appeal to widest Colette audience.

Out This Week

THE DOLLAR, THE FRANC, AND INFLATION, by Eleanor L. Dulles. *Macmillan*, \$1.25.

EVERYWOMAN, by Gilbert Frankau. *Dutton*, \$2.50.

LET 'EM EAT CAKE, by George S. Kaufman and Morrie Ryskind. *Knopf*, \$2.

POEMS, 1924-1933, by Archibald MacLeish. *Houghton Mifflin*, \$3.

ROLL, JORDAN, ROLL, by Julia Peterkin and Doris Ulmann. *R. O. Ballou*, \$3.50.

A THATCHED ROOF, by Beverley Nichols. *Doubleday, Doran*, \$2.50.

THIS OUR DAY, by James M. Gillis. *Paulist Press*, \$4.

WHAT ME BEFELL, by Jules Jusserand. *Houghton Mifflin*, \$4.50.

Is being advertised, especially in financial papers, with Charles Beard's "The Future Comes," Paul Einzig's "The Sterling-Dollar-Franc Tangle" and Leonard Ayres' "The Economics of Recovery."

Dutton has a limited number of displays, reproductions of the book, which light up. If you want one, you'd better apply at once.

Photos from the play on hand for window display—particularly good for N. Y. stores.

The Pulitzer Prize-winner's own selection of his published work, with some new poems, which make it a "first."

Last week's *P. W.* ad. is the same as the poster, 11 x 14. To be advertised. Ballou is making an effort to attract the interest of such groups as the Nat'l Ass'n for the Advancement of Colored People.

A double post-card on this and "Down the Garden Path" available. An entire window display of garden books, to be subscribed for in February, will include these two.

A Catholic Book Club selection, which has been advertised on the radio, Station WLWL.

The memoirs of the famous French diplomat, who was Ambassador to this country.

Market News

Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.

WITHIN THIS PRESENT, by Margaret Ayer Barnes. *Houghton Mifflin*, \$2.50.

OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. *Bobbs-Merrill*, \$2.50.

ONE MORE RIVER, by John Galsworthy. *Scribner*, \$2.50.

RABBLE IN ARMS, by Kenneth Roberts. *Double-day, Doran*, \$2.50.

CROWDED HOURS, by Alice Roosevelt Longworth. *Scribner*, \$3.

LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.

THE AMERICAN PROCESSION, by Agnes Rogers and Frederick L. Allen. *Harper*, \$2.75.

MORE POWER TO YOU! by Walter B. Pitkin. *Simon & Schuster*, \$1.75.

THE EDWARDIAN ERA by André Maurois. *Appleton-Century*, \$3.

Leader in fiction in the stores of all nine cities reporting to the *Times*, also leader of the *Herald-Tribune* list.

55th thousand. 4th printing. Second in New York, Atlanta, New Orleans and Chicago stores in the *Times*, second in the *Herald-Tribune*.

Second in Washington, third in N. Y. and San Francisco, in the *Times*.

Second in St. Louis, third in Atlanta and New Orleans in the *Times*, third on the *Herald-Tribune* list.

24th thousand. D. D. cannot reprint before Christmas. Second in Boston and Philadelphia last week according to the *Times*.

Non-fiction leader in Boston, Washington, New Orleans, and Chicago stores reporting to the *Times*. First in non-fiction on the *Herald-Tribune* list.

The leader in Philadelphia and St. Louis stores reporting to the *Times*, second on the *Herald-Tribune* list.

One of the three best sellers in N. Y., Boston, Philadelphia and Washington, according to the *Times*, third in the *Herald-Tribune*.

The best seller at Miller's and Davison-Paxton's in Atlanta, last week.

Second at six Boston stores last week. The *Herald-Tribune* lists it fourth in non-fiction.

Other Bookstore Favorites

THE BIRD OF DAWNING, by John Masfield. *Macmillan*, \$2.50.

MANDOA, MANDOA! by Winifred Holtby. *Macmillan*, \$2.50.

THREE CITIES, by Sholom Asch. *Putnam*, \$3.

JONATHAN BISHOP, by Herbert Gorman. *Farrar & Rinehart*, \$2.50.

CHRISTMAS TREE, by Lady Eleanor Smith. *Bobbs-Merrill*, \$2.50.

THE MAN OF THE RENAISSANCE, by Ralph Roeder. *Viking Press*, \$3.50.

CHARLES THE FIRST, by Hilaire Belloc. *Lippincott*, \$4.

CULBERTSON'S SUMMARY, 1934 ed., by Ely Culbertson. *Bridge World*, \$1.

CULBERTSON'S BLUE BOOK, 1934 ed., by Ely Culbertson. *Bridge World*, \$2.

THE DAWN OF CONSCIENCE, by James H. Breasted. *Scribner*, \$3.

One of the three best sellers at three Washington stores last week. Fifth at the N. Y. Brentano's.

Sold next to "Anthony Adverse" at six San Francisco stores last week.

A best seller at six Chicago stores last week.

A best seller at Brentano's, N. Y.

Reported a best seller by many stores in different sections of the country.

The leader in most New York stores, as reported in Customers' Choice last week.

Third printing. A best seller in six Philadelphia stores last week.

The first printing of 40,000 was sold out on publication day. Led non-fiction at McClurg's last week.

First printing of 20,000 sold out on publication day. Fifth at McClurg's last week.

One of the best sellers at Brentano's, N. Y. We've had reports of good sales from other stores during November.

Market News

Practical Books on Art

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

FREEHAND DRAWING SELF-TAUGHT. By Arthur Leighton Guphill. *Harper*, \$3.50.

TECHNIQUE OF PENCIL DRAWING. By E. Horter. *H. C. Perleberg*, \$6.

MODERN LETTERING. *H. C. Perleberg*, \$6.

THE TECHNIQUE OF THE POSTER. By Leonard Richmond. *Pitman*, \$8.50.

ART AND "THE LIFE"; A BOOK ON THE HUMAN FIGURE, ITS DRAWING AND DESIGN. By George James Cox. *Doubleday*, \$5.

THE RUDIMENTS OF FIGURE DRAWING. By Rowland W. Alston. *Pitman*, \$4.50.

ANATOMY FOR ARTISTS. By Eugene Wolff. *Macmillan*, \$4.

MODELLING AND SCULPTURE IN THE MAKING. By Sargeant Jagger. *Studio*, \$3.50.

PORTRAIT PAINTING. By Margaret F. Browne. *Pitman*, \$4.

THE TECHNIQUE OF PORTRAIT PAINTING. By Harrington Mann. *Lippincott*, \$6.

A MANUAL ON WATERCOLOUR DRAWING. By Len A. Doust. *Warne*, \$1.50.

STUDIES IN WATER COLOUR. By Leonard Richmond. *Pitman*, \$7.50.

FRESCO PAINTING. By Gardner Hale. *Rudge*, \$2.50.

A MANUAL ON PASTEL PAINTING. By Len A. Doust. *Warne*, \$1.50.

PRACTICAL ENGRAVING AND ETCHING. By Edwin George Lutz. *Scribner*, \$2.

Business Notes

BROOKLYN, N. Y.—The Caravan Book Shop has been opened at 622 Nostrand Ave. The shop will have books for sale and will operate a rental library.

CHICAGO, ILL.—Alexander Greene will close his bookshop, established in 1922, at 6 North Michigan Ave., on December 30th. First editions, signed copies, manuscripts, autograph letters, bibliographies, book-cases, filing cabinets, tables are all offered for sale.

NEW YORK CITY—Himebaugh & Browne have opened a new shop at 550 Fifth Ave. G. W. Stair is the manager.

Correction

"GOD AT WORK," published by Scribner's, is the correct title of the December selection by the Religious Book Club.

Club Selection Postponed

"THE NECESSITY OF ATHEISM" by Dr. D. M. Brooks, announced as a Free-thought Book Club selection for December, has been postponed, and will be its January selection.

Trade Note

THE HIDDEN BOOKSHOP, INC., 120 Broadway, New York City, is acting as agent for "Meaning and the Western Way" by Chandler Bernitt. The price is \$2.50 and a discount of 40% will be allowed to dealers.

Changes in Price

HARPER & BROTHERS

"Fred Farrar's Type Book" has been reduced from \$5 to \$2.50.

LITTLE, BROWN & COMPANY

Effective January 1, 1934

	From	To
<i>Little Women Series, Regular Edition, 8 vols.</i>	\$1.00 ea.	\$1.25 ea.
<i>Beacon Hill Bookshelf, 23 vols.</i>	1.50 ea.	1.75 ea.
<i>Burgess Bedtime Story Books, 20 vols.</i>	.50 ea.	.60 ea.
Cronin "Hatter's Castle"	2.50	2.75
Cronin "Three Loves"	2.50	2.75
Edmonds "Erie Water"	2.50	2.75
Faj "Franklin: The Apostle of Modern Times"	3.00	4.00
Fuess "Daniel Webster," 2 vols.	10.00	8.00
Ludwig "Bismarck"	5.00	4.00
Ludwig "Lincoln"	5.00	4.00
Parkman "Pioneers of France in the New World," Cent. Ed.	2.50	3.00
Parkman "The Jesuits in North America," Cent. Ed.	2.50	3.00
Parkman "La Salle and the Discovery of the Great West," Cent. Ed.	2.50	3.00
Parkman "The Old Regime in Canada," Cent. Ed.	2.50	3.00
Parkman "Count Frontenac and New France," Cent. Ed.	2.50	3.00
Parkman "A Half Century of Conflict," 2 vols., Cent. Ed.	5.00	6.00
Parkman "Montcalm and Wolfe," 2 vols., Cent. Ed.	5.00	6.00
Parkman "Conspiracy of Pontiac," 2 vols., Cent. Ed.	5.00	6.00
Parkman "Oregon Trail," Cent. Ed.	2.50	3.00
Pennell "Life and Letters of Joseph Pennell," 2 vols.	10.00	7.50

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts	Dr: Drama	Hi: History	Po: Poetry	Sp: Sports
Bi: Biography	Ec: Economics	Ju: Juveniles	Re: Religion	Tr: Travel
Bu: Business	Fi: Fiction	Mu: Music	Sc: Science	

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| <p>Andrews, Mathew Page
The founding of Maryland. 376p. (bibl.) il., maps O '33 Balt., Williams & Wilkins 4.50; lea., 10.00</p> <p>Ashworth, H. Ingham
Architectural practice and administration. 206p. maps O '33 N. Y., Pitman 3.75</p> <p>Ault, C. A.
Gathered together; a collection of stories, illustrations, and analogies for preachers. 172p. D '33 Milwaukee, Morehouse 1.40</p> <p>Baerg, Gerhard
Alternate German grammar review with composition. 244p. map (col.) D c. N. Y., F. S. Crofts 1.60</p> <p>Barker, James P.
The log of a limejuicer; the experiences under sail of James P. Barker, master mariner, as told to Roland Barker. 265p. il., map (col.) O [c. '33] N. Y., Huntington Press 2.50
British marines, in the parlance of the sea, are known as "limejuicers." This contains the story of Captain Barker's first twenty years at sea, in the days of sail.</p> <p>Barry, Charles, pseud. [Charles Bryson]
Death in darkness. 286p. diags. D (Dutton clue mystery) [c. '33] N. Y., Dutton 2.00
At three in the morning a man is killed in the cellar of the Benhams' house.</p> <p>Betowski, Edward N.
Turning to God; sermon notes on conversion. 372p. O '33 N. Y., P. J. Kenedy 2.00</p> <p>Boas, Ralph Philip and Burton, Katherine
Social backgrounds of American literature. 365p. il. D '33 Bost., Little, Brown 1.50</p> <p>Branom, Frederick Kenneth and Ganey, Helen Marie
Our big earth. 128p. il. (pt. col.), maps O</p> | <p>Hi (Social geog. ser.) [c. '33] N. Y., W. H. Sadlier bds., .85</p> <p>Branson, William Henry
The Holy Spirit, His office and work in the world. 160p. D [c. '33] Nashville, Southern Pub. Ass'n 1.25; pap., .35</p> <p>Brooks, William Allan
A. B. C. shorthand system, for lecture and reading notes; twelve easy lessons. 58p. D [c. '33] N. Y., Nat'l Library Press bds., 1.00
An alphabetical shorthand method.</p> <p>Brown, Porter, M.D.
The pregnant woman. 190p. il., diags. D c. N. Y., Eugenics Pub. Co. 2.00
A scientific explanation of the facts of pregnancy and birth, and the accomplishments of modern medicine in childbirth.</p> <p>Caiger, G.
Dolls on display (Japan in miniature). 141p. il. Q '33 N. Y., G. E. Stechert 3.50</p> <p>Carlisle, D. T. and Dunn, Elizabeth
Wining and dining, with rhyme and reason; il. by D. T. Carlisle. 128p. (bibl.) D c. N. Y., Minton, Balch 1.50
An amusingly rhymed guide to wines and the food to serve with them.</p> <p>Charles, D.
Commercial photography; 2nd ed. 303p. il. O '33 N. Y., Pitman 3.00</p> <p>Christiansen, Marion U.
Great patriots and pardons. 68p. il. D c. Bost., Meador 1.00
Rhymed stories from European history.</p> <p>Clayton, Rev. G. H.
Yea and nay. 88p. D '33 Milwaukee, Morehouse 1.00</p> |
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THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Cole, Jackson** **Fi**
The Ramblin' Kid. 291p. D c. N. Y., G. H. Watt 2.00
An exciting western story.
- Columbia poetry**, 1933; introd. by Allan Po Abbott. 48p. D c. N. Y. [Columbia Univ. Press] pap., 1.50
Verse by Columbia University students.
- Congressional cook book** (The); favorite national and international recipes; rev. ed. 88op. front. D '33, c. '27, '33 Wash., D. C., Congressional Club, 2205 Wisconsin 1.50; de luxe ed., 2.50
- Cornell, Edna G.** **Fi**
Christmas at the desert's edge, and other stories. 107p. D c. Bost., Meador 1.00
- Dawson, Rev. Ernest A.** **Re**
The Atonement; a Catholic restatement. 145p. D '33 Milwaukee, Morehouse 2.00
- Day, George E.**
Productive swine husbandry; 5th ed., rev. 394p. (bibls.) il. (col. front.), diagrs. O (Lippincott's farm manuals) [c. '33] Phil., Lippincott 3.00
- Decatur, Stephen, jr.** **Bi**
Private affairs of George Washington, from the records and accounts of Tobias Lear, Esquire, his secretary. 371p. (2p. bibl.) il. O c. Bost., Houghton 5.00
Newly discovered material on the years from 1789 to 1792, during Washington's first term as President. The author discovered, among his family papers, account books, a ledger, and other papers, which belonged to Tobias Lear.
- De Vries, Julian** **Ju**
The black spear. 256p. D [c. '33] Cleveland, World Syndicate Pub. Co. .40
- Donovan, Rev. Marcus and Kirtland, Rev. C. T.** **Re**
Outline sermons for the church's year. 154p. D '33 Milwaukee, Morehouse 1.60
- Dulles, Eleanor Lansing** **Ec**
The dollar, the franc and inflation. 113p. diagr. D c. N. Y., Macmillan 1.25
The author follows the course of inflation in France, showing that inflation does not solve the debt problem.
- D'Urfe, Thomas**
The songs of Thomas D'Urfe; ed. by Cyrus Lawrence Day. 178p. il. O (Harvard studies in English, v. 9) '33 Cambridge, Mass., Harvard 2.50
- Eakright, Jessie B. and Young, Bess Margaret**
Adventuring with toys; activities of a fourth grade. 253p. (11p. bibl.) il. D (Lincoln School: unit of work) c. N. Y., Teachers Coll., Columbia Univ. 2.00
- Ecker, Grace Dunlop**
A portrait of old George Town. 284p. (bibl.) il., map O [c. '33] Richmond, Va., Garrett & Massie 3.00
A portrait of the romantic and historic town of Georgetown, Maryland.
- Eisenhart, Luther Pfahler**
Continuous groups of transformations [mathematics]. 310p. (3p. bibl.) O '33 Princeton, N. J., Princeton 4.00
- Elliott, Rev. W. H.** **Re**
Thursday evening talks. 81p. D '33 Milwaukee, Morehouse bds., .80
- Erskine, Firth** **Fi**
Naked murder. 317p. D [c. '33] N. Y., Macaulay 2.00
Police, called to the penthouse apartment of Lawrence Vane, find the headless, naked body of a woman on the terrace, and Vane asleep, indoors.
- Etzweiler, Charles C.** **Re**
Removing the cloud. 97p. D [c. '33] Bost., Christopher bds., 1.25
An effort to interpret and understand the Bible.
- Ferri, Dina** **★**
Notebook of nothing; fragments of the lyrical diary of a Sieneese shepherdess; tr. from the Italian by Helen Josephine Robins and Harriet Reid. 152p. il. D [c. '33] Bost., Bruce Humphries bds., 2.00
- Ferris, Constance** **Po**
Orchards and orchids. 70p. il. D [c. '33] San Francisco, Williams Pub. Co., 330 Jackson St. 1.75
Light verse.
- Fife, George Buchanan** **Bi**
Lindbergh, the lone eagle; his life and achievements. 256p. il., maps. D [c. '33] Cleveland, World Syndicate Pub. Co. .40
- Firkins, Oscar W.**
Selected essays. 298p. O [c. '33] Minneapolis, Univ. of Minn. Press 2.50
Essays on literature, on religion, etc., some hitherto unpublished.
- Fleming, Andrew Magnus** **Fi**
Iowa pioneers. 344p. D c. Bost., Meador 2.00
- Floherly, John J.** **Ju**
Fire fighters; how they work. 60p. il. O c. Garden City, N. Y., Doubleday bds., 1.50
Photographs of modern fire-departments at work, with descriptive text.
- Burnham, T. H.**
Special steels; new ed. 233p. il., diagrs. O '33 N. Y., Pitman 3.00
- Cecil, Russell La Fayette, ed.**
A text-book of medicine; 3rd ed. rev. 1664p. (bibls.) il. (pt. col.), diagrs. O '33 Phil., Saunders 9.00
- Conkle, E. P.**
Sparkin'; comedy in one act. 26p. D [c. '28] N. Y., S. French pap., .35
- De Vore**
Interest tables book. D '33 Milwaukee, Caspar, Krueger, Dory Co. 8.75
- Drexel, Constance**
Armament manufacture and trade. 26p. (bibl.) D (Internat'l conciliation, no. 295) '33 N. Y., Carnegie Endowment for Internat'l Peace pap., .05
- Eaton, Walter Prichard**
Grandma—old style; comedy in one act. 18p. D [c. '32] N. Y., S. French pap., .35
- American bankruptcy reports digest**, v. 7. 670p. O '33 Albany, N. Y., M. Bender buck., 6.00
- Astbury, W. T.**
The fundamentals of fibre structure. 196p. diagrs. O '33 N. Y., Oxford 3.00
- Bailey, Percival**
Intracranial tumors. 485p. (bibl.) il. (pt. col.), diagrs. O '33 Springfield, Ill., Chas. C. Thomas 6.00
- Barry, Herbert**
The king can do no wrong, and other papers contributed to the Virginia Law Review; 3rd ed. 260p. (bibl. footnotes) O c. [N. Y., Author, 72 Wall St.] lea. cl., priv. pr.
- Black, Henry Campbell**
Black's law dictionary containing definitions of the terms and phrases of American and English jurisprudence, ancient and modern; 3rd ed. 1951p. O '33 St. Paul, Minn., West Pub. Co. lea. cl., 6.50

Frankau, Gilbert

Everywoman; a novel. 448p. D [c. '33] N. Y., Dutton 2.50

Married to a man much older than herself, Olivia Sancetti fell in love with a young diplomat, who rejected her, whereupon she embarked upon a series of adventures in many parts of the world.

Frankenstein, Mrs. Louise Michelbacher, comp. Dr

Play-readings; for school, radio and screen tests. 147p. D c. N. Y., S. French 1.50

Scenes, mostly from modern plays, for use in practice classes, radio auditions and screen tests. Prepared with the assistance of the American Academy of Dramatic Arts where it will be used by students.

Frazer, Sir James George

The fear of the dead in primitive religion; lectures delivered on the William Wyse Foundation at Trinity College, Cambridge, 1932-1933. 212p. (bibl. footnotes) O '33 [N. Y.], Macmillan 4.00

Gardner, Benjamin Franklin Po

Black. 79p. D c. Caldwell, Id., Caxton Printers lea. cl., 1.50

Poems by a Negro who works as a dining car porter on the Union Pacific.

Garis, Howard Roger Ju

Uncle Wiggily's picnic party. 127p. il. (col.) D (Uncle Wiggily b'ks) [c. '33] N. Y., Burt .50

Garvie, Alfred Ernest Re

Can Christ save society? 244p. S [c. '33] N. Y., Abingdon 1.00

The gospel of Christ discussed as the only aid to present international economic distress and as the basis of a permanent peace.

Gebert, Clara, ed.

An anthology of Elizabethan dedications and prefaces. 311p. (6p. bibl.) front. D c. Phil., Univ. of Pa. Press bds., 3.00

Gibson, Walter B., comp.

Magician's manual; tricks and routines with instructions for expert performance by the amateur. 140p. il., diagrs. (pt. col.) O [c. '33] N. Y. [Blue Ribbon B'ks] bds., 2.50

Directions for performing over 100 tricks. The actual apparatus required is contained in the book. Compiled for members of the Magicians' League of America.

Gifford, James Noble Fi

Love laughs gaily. 262p. D '33 N. Y., Godwin 2.00

Gillis, James Martin Re

This our day; approvals and disapprovals. 418p. O [c. '33] N. Y., Paulist Press 4.00, bxd.

Essays on our times from 1922 to 1933, from the Catholic point of view.

Gist, Noel P. and Halbert, L. A.

Urban society. 739p. (bibls.) il., diagrs. D (Crowell's social sci. ser.) [c. '33] N. Y., Crowell 3.50

An effort to describe processually the phenomenon of urbanism in the world today.

Goldbacher, Lawrence

Rectal diseases in office practice. 448p. (bibls.) il. (pt. col.) O '33 Phil., L. Aubrook & Co., 4843 Pulaski Ave. 9.75

Green, Paul

The last of the Lowries; a play of the Croatan outlaws of Robeson County, North Carolina. 31p. D [c. '22, '25] N. Y., S. French pap., .35

Grady, William, and others

Childhood readers; stories for every day; a second reader. D '33 N. Y., Scribner .72

Graham, Lewis Fi

Let's buy a farm. 254p. D [c. '33] N. Y., Macaulay 2.00

A comedy of two New York families, bit by the depression, who undertake to run a farm.

Grayson, Charles Sp

Sportsman's horn-book; il. by Ernest Smythe; lim. ed. 169p. '33 N. Y., Random House lea., 5.00

Gurn, Joseph

Commodore John Barry. 328p. il. O '33 N. Y., P. J. Kenedy 3.50

Hall, Rev. Francis Joseph Re

Theological outlines; 3rd ed., rev. by Rev. Frank Hudson Hallock. 350p. (20p. bibl.) O [c. '33] Milwaukee, Morehouse 3.00

Hall, Mabel Ju

Skipping hillies. 144p. il. D '33 Bost., Bruce Humphries bds., 1.50

Harrison, Norman, B., D.D. Re

His right to rule. 64p. '33 Chic., Bible Inst. Colportage Ass'n .40; pap., .25

Hart, Henry Hersch ★ Po

The hundred names; a short introduction to the study of Chinese poetry, with illustrative translations. 231p. (9p. bibl.) D c. Berkeley, Cal., Univ. of Cal. Press 2.50

The chief portion of the book consists of the poems.

Hartrampf, Gustavus A.

Hartrampf's vocabularies; synonyms, antonyms, relatives; perfected and simplified. 540p. il. O [c. '33] Atlanta, Ga., Hartrampf Co. 5.00

Harvey, A. S. Ec

General tariff of the United Kingdom. 181p. maps O '33 N. Y., Pitman 1.50

Hathaway, Esse V. Bi

The book of American Presidents; rev. 2nd ed. 399p. il. O '33 N. Y., Whittlesey House, McGraw-Hill 2.50

Herndon, Dallas Tabor Hi

Why Little Rock was born. 180p. D '33 Little Rock, Ark., Central Pr. Co. 2.00

Hoyt, Homer

One hundred years of land values in Chicago; the relationship of the growth of Chicago to the rise in its land values, 1830-1933. 551p. (3p. bibl.) maps, diagrs. O [c. '33] Chic., Univ. of Chic. Press 5.00

Hulbert, Winifred Re

Follow the leader [missions]. 127p. D '33 Bost., Central Committee on United Study of Missions .75; pap., .50

Hurst, Hawthorne Fi

Three indelicate ladies. 229p. D '33 N. Y., Godwin 2.00

Greisheimer, Esther Maud and Blount, Raymond F.

Physiology and anatomy; 2nd ed. 697p. il. (pt. col.), diagrs. O [c. '33] Phil., Lippincott 3.00

Holden, Edward

The idea shoots; a comedy in one act. 16p. diagr. D c. '33 N. Y., S. French pap., .30

Hughes, Rupert

On the razor edge; farce in one act. 21p. D [c. '10, '30] N. Y., S. French pap., .35

Incognito, Magnus

Secret doctrine of the Rosicrucians. 262p. D '33
Milwaukee, Caspar, Krueger, Dory 2.00

International bibliography of historical sciences;

v. 3, 1928; v. 4, 1929. 497p.; 459p. '33 N. Y.,
H. W. Wilson pap., 8.75, ea.

Isobe, Yaichiro

The story of ancient Japan, or, Tales from the
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OLD & RARE BOOKS

FREDERICK M. HOPKINS

CONFIDENT THAT COLLECTORS would welcome and pay a fair price for worth-while material, Arthur Swann, now at the head of the book and print department of the American Art Association Anderson Galleries, started his fall sales with rarities intended to interest them and win their prompt support. His strategy proved successful from the start. He now shows still greater confidence by massing a great variety of nuggets and small collections in a three session sale to be held on January 4th and 5th, which may prove to be the most important sale of the season. Outstanding lots include such items as the earliest known manuscript of Key's "The Star Spangled Banner;" a draft of the Thirteenth Amendment to the Constitution signed by 138 members of Congress; and a remarkable collection of material relating to Woodrow Wilson, including his first editions, autograph letters, books concerning him, together with pamphlets, magazine articles and other material, numbering 2,500 items, to be sold as a single lot. Rare first editions, frequently association copies, include famous authors of the 17th, 18th, 19th and 20th centuries, including such rarities as the Third Folio of Shakespeare, Milton's "Paradise Lost," Fanny Burney's "Evelina," Wordsworth's own copy of Browning's "Paracelsus," Charlotte Brontë's "Jane Eyre," Mark Twain's "Tom Sawyer," and a presentation copy of Riley's "Old Swimmin' Hole." There is a notable gathering of colored plate books seldom seen in fine condi-

tion in original parts. There are rare and important autograph letters, documents and manuscripts of famous men and women (in some cases small and noteworthy collections) such as Lord Bacon, George Barrow, James Boswell, Charlotte Brontë, Robert Burns, Thomas Carlyle, Mark Twain, Joseph Conrad, Charles Dickens, Sir Francis Drake, George Eliot, John Endicott, Benjamin Franklin, Robert Fulton, Goethe, Thomas Gray, Thomas Hardy, Thomas Jefferson, Rudyard Kipling, Abraham Lincoln, Edgar Allan Poe, Theodore Roosevelt, Bernard Shaw, Percy Bysshe Shelley, and George Washington. There are many important original source items of Americana; scores of fine drawings and water colors of famous illustrators; and many presentation copies of first editions seldom seen in the auction room. Private press books include the Kelm-scott Chaucer, the Doves Press Bible, and Rogers's "Song of Roland." And an important collection in itself is a gathering of Christian Science literature in original editions, a very important A. L. S. of Mrs. Mary Baker Glover Eddy, her first copy of the first edition of the textbook of Christian Science in a special presentation binding presented by her to Daniel H. Spofford, one of her most ardent supporters and her first publisher, and other important material. It is impossible to do justice to the varied material in this sale in limited space. Dealers and collectors are sure to find the occasion interesting and well worth their attention.

THE SALE OF ROYALL TYLER'S "THE CONTRAST," 1790, the first American play to prove a success on the American stage, on October 4th, at the American Art Association Anderson Galleries, for \$3,100, has led an editorial writer to call attention to the fact that Washington's entire library of 3,000 volumes was once sold for \$3,000, or \$100 less than the single volume of early American drama realized. Now that attention has been called to the matter, it may be of interest to quote a paragraph from Henry Stevens's "Recollections of James Lenox": "In 1848," says Mr. Stevens, "I bought Washington's library of 3,000 volumes, for \$3,000, to secure 300 volumes with the autograph of the 'Father of his Country' on the title-pages, some rarities for Mr. Lenox, and some tracts and miscellaneous books for the British Museum. Mr. Lenox declined the books with the autographs, and there being a great hue and cry in Boston about sending them out of the country, I sold them to a parcel of Bostonians for \$5,000, but passing the old Boston hat round for two or three months for \$50 subscriptions, only \$3,250 could be raised, and therefore, as I had used a few hundred dollars of the money advanced to me by the promoters and was in a tight place, I was compelled to subscribe the rest myself to make up the amount of the purchase. I reserved to myself five volumes with choice autographs, two of which were sold to Mr. Lenox, one for £20 and the other £50, the remaining three being presented to the British Museum, the Bodleian, and the Royal Library of Berlin." It will be easy to remember, when volumes from Washington's library are bringing thousands of dollars each, that his entire library was sold in 1848 for an average of \$1 each.

FOR THE PAST SEVENTY YEARS, or more, American book buyers have been absorbing books from the English market at the rate of thousands of cases a year, and practically none of these books have ever returned across the Atlantic. In the decade immediately following the World War there was an avalanche of importations of rare books for collectors and the rare book trade, and during the whole period prices continued to advance. In 1931 and 1932 exchange was very favorable to American importers and English booksellers used it to increase sales. For the coming year, however, owing to the unfavorable exchange rate, due to the deprecia-

tion of the American dollar, importations may fall to a record low for the last quarter of a century. Perhaps this condition may have the tendency to increase prices for the right rarities in American auction rooms. And it may happen that weakened American competition in English auctions and trade purchases of American dealers will lower English prices. And some say that none of these things will happen, that the stock of rarities is reduced to such an extent, and that the normal increasing demand is such that the exchange rate will not be a decisive factor. American collectors will continue collecting even if prices are substantially higher. It will be interesting to watch and see just what effect the exchange rate may have upon the international trade in rare books.

NO. 3 (DECEMBER), OF THOMAS F. MADIGAN'S *The Autograph Album: A Magazine for Autograph Collectors*, is quite as attractive as either of its predecessors. It contains 118 pages, 24 of reading matter, and a half dozen, or more, facsimiles. The description of autographs is followed by long extracts of literary or historical interest that make the whole contents very readable. A few unusual lots include the original manuscript, 16 pp., 4to, of John Quincy Adams's speech on Congressional apportionment, \$750; A. L. S. of Benedict Arnold, 1 p., folio, September 1, 1780, a month before the discovery of his treason plot, \$350; A. D. S. by Robert Burns, 1 p., small 4to, \$225; A. D. S. by Alexander Hamilton, as aide-de-camp of Washington, 1 p., folio, April 11, 1778, \$350; A. L. S. of General "Stonewall" Jackson, 2 pp., 4to, Woodstock, Va., June 2, 1862, to General Joseph E. Johnston, interesting Civil War letter, \$300; A. L. S. of Thomas Jefferson, 1 p., 4to, a tribute to Thomas Paine, \$350; A. L. S. of Rudyard Kipling, 2 pp., 8vo, Naulakha, Brattleboro, Vermont, January 16, 1895 relating to "The Jungle Book," \$375; and an A. L. S. of Zachary Taylor, 4 pp., 4to, Camp, near Monterey, Mexico, June 20, 1847, relating to his candidacy for the presidency, \$650.

Auction Calendar

THURSDAY EVENING, JANUARY 4, AT 8:15, AND FRIDAY AFTERNOON AND EVENING, JANUARY 5, AT 2:15 AND 8:15. Rare books, autographs, manuscripts, drawings, the original manuscript of the Star Spangled Banner, autograph letters and manuscripts of Thomas Jefferson, etc. (Items 497.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

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IMPORTANT NOTICE!

Since New Year's Day falls on Monday, the usual closing date for copy, all classified ads **must** be in this office by **Friday** noon, Dec. 29th, for the issue of Jan. 6th.

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Aaron's, 701 Sheridan Road, Winnetka, Ill.
Herman Melville. The Confidence Man.
Asa Greene. Dodimus Duckworth, and any other book.
John Neal. Any book.

Abbey Book Co., Box 144, Lorain, O.
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Academy Book Shop, 57 E. 59th St., New York
Doves Press Bible. Odd vols.

Air Law Review, c/o Wilkins, Wash. Sq. E., N. Y.
Books, pamphlets, magazines, prints and engravings on balloons, flying machines and aviation in general.

Wm. H. Allen, 3345 Woodland Ave., Philadelphia
American Anti-slavery Society. Annual Report 1-6, 22-26.

Ames. State Docs. on Federal Relations; Index to U. S. Gov't Pub'ns, 1881-93.

Carlyle-Emerson. Correspondence. Norton.
Classical Journal. Vol. 2, no. 8; vols. 3-5.
Gray. Works in Prose and Verse. Ed. Gosse.

Gregorovius. Rome in Middle Ages. Vol. 8

Howells. Dr. Breen's Practice.

Harvey. Marginalia. Ed. Moore Smith.

Hunt. The Play of To-day.

International Index. Vols. 1-3.

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McCabe. Marvels of Modern Physics.

Mead. Grand Tour in 18th Century.

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Archway, 319 Pike St., Seattle, Wash.
Arthur Somers Roche. Age of Youth.

Arts Book Shop, 102 E. Eleventh St., New York
Philistine. First ten volumes.

G. A. Baker & Co., 247 Park Ave., New York
Forbes, Robert B. Personal Reminiscences. 3rd ed. Boston. 1892.

Bury. Ancient Greek Historians.
Jebb. Attic Orators. 2 vols. 2nd ed.; Selections from the Attic Orators.
Aristotle. Rhetoric. Ed. Jebb & Sandys.

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Booke Shop, 4 Market Sq., Providence, R. I.
Homes of Our Forefathers in Connecticut and
Rhode Island. Edwin Whitefield. 1882.

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Houghton Mifflin. 1st ed.

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Wisdom of the Chinese. Brown.

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Ireland in Pictures. Pub. Weekly. 1897.
Stories That Words Tell.
Kyne. Cappy Ricks Retires.
Lorimer. Wife Out of Egypt.
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There Ought to Be a Law.

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Billy Baxter's Letters.
Brown. Charles Wieland; History of Venetian
Printing Press.

Cassell. Nature and Necessity of Interest.
Clews. My 20 Years in Wall Street.
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Currie. Foundation in Expression.
Day. Magic Story.
Dufosse. Catalogue 1891.

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Bridgman & Lyman, Northampton, Mass.
Rand McNally Indexed Atlas of the World. Vol.
1 only. 1906 ed.

Britannica Bk. Shop, 342 Madison Ave., N. Y.
Railroad Freight Transportation. Loree.
Fall of the Russian Empire. E. A. Walsh.
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respondence. Ed. by Kalbec. Pub. by
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Jordan. Colonial & Revolutionary Families.
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Van Dyke. The Still Hunter.
Wise. Bibliography of Byron.
Yarnall Genealogy.

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Kohler. Philosophy of Law.
Kocurek. Rational Basis of Legal Institutions.

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Bar Association Reports. Law of All States and
Legal Periodicals.

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Shand. Book of French Wines. 2 copies.
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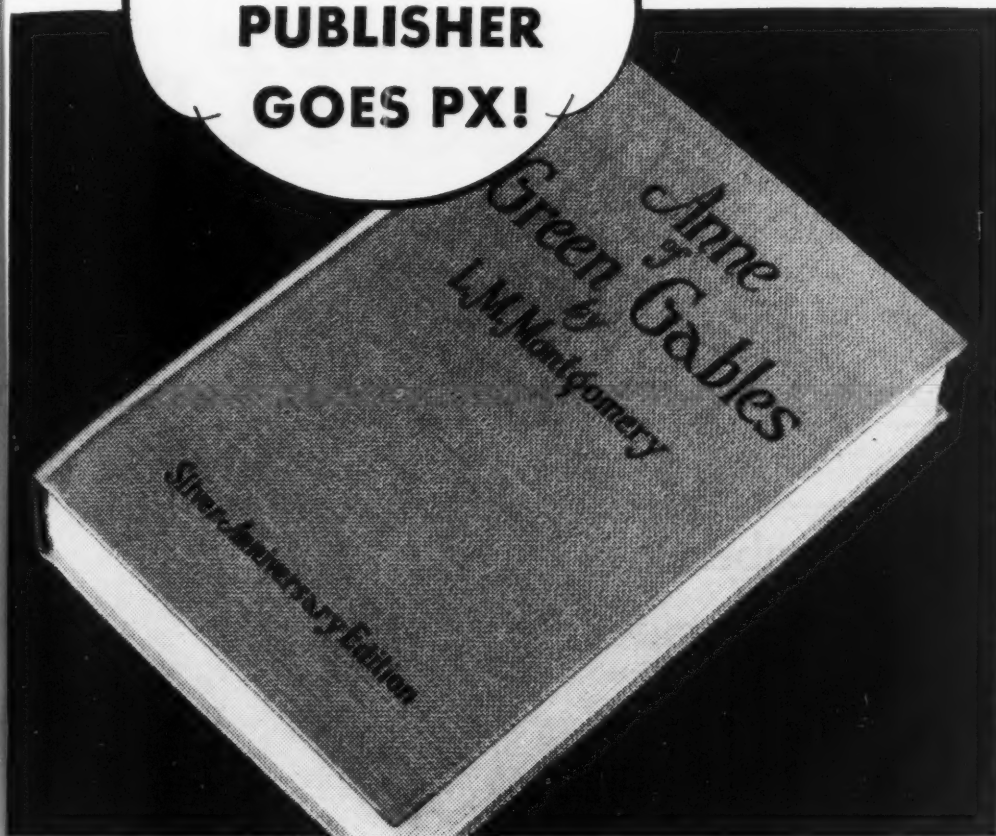
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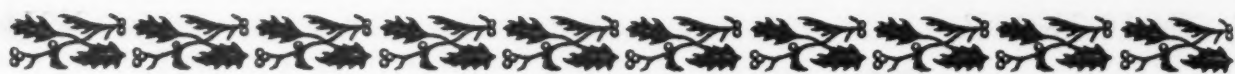
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